

## **KTVE ISSUES AND PROGRAMS 2Q16**

In 2nd quarter, KTVE-KARD shared exciting partnerships with local non-profits and area Chambers of Commerce. One of the stations' biggest promotional successes was the St. Jude Dream Home Giveaway in Monroe. This year's record ticket sales & donations totaled \$727,972 with proceeds to benefit the St. Jude Children's Research Hospital. Other station-sponsored events included Fashion Fusion, a fundraiser for the Children's Alliance of Northeast Louisiana, Komen Color Me for a Cure 5 K, The Bash to benefit the Red Cross of Northeast Louisiana, Rhythm & Wine for Alzheimer's, Glow Run 5K for the Arkansas Children's Hospital, the 25th Annual Ronald McDonald House Big Bass Tournament, and the KTVE-KARD Stuff the Truck Food Drive. All food collected will be distributed by the Food Bank of Northeast Louisiana to area residents in need. Other community projects included production of a public service announcement for Northern Exposure, an annual advocacy trip to Baton Rouge presented by the Monroe Chamber of Commerce. Our stations also participated in the West Monroe Chamber of Commerce Business Expo and Ouachita 101 hosted by the Monroe Chamber of Commerce to introduce newcomers to local businesses, organizations and attractions.

Below are the air dates and number of times each promotion aired in 2nd quarter:

### **) St. Jude Dream Home Giveaway**

- Run Dates: 4/1//16- 5/3/16
- # Spots Aired: (KARD)\_80\_ \_ ; (KTVE) 55 ; (Bounce) 11\_\_

### **) KTVE-KARD Stuff the Truck Food Drive**

- Run Dates: 4/1/16- 6/16/16
- # Spots Aired: (KARD)\_724\_\_\_\_ (KTVE) \_\_493\_\_\_\_; (Bounce) \_295\_\_\_\_

### **) Komen Color Me for A Cure 5K**

- Run Dates: 4/1/16- 4/22/16
- # Spots Aired: (KARD) \_117\_ ; (KTVE) \_74\_\_ ; Bounce) \_22\_\_

### **) Fashion Fusion**

- Run Dates: 4/1/16- 4/23/16
- # Spots Aired: (KARD)\_ 67\_\_\_\_; (KTVE)\_32\_ \_\_; (Bounce) \_\_19\_\_\_\_

## ) Northern Exposure

- **Run Dates: 4/12/16-5/2/16**
- **#Spots Aired: (KARD) 74 (KTVE) 44; (Bounce) 17**

## ) Rhythm & Wine for Alzheimer's

- **Run Dates: 4/14/16- 5/5/16**
- **#Spots Aired: (KARD) 81 (KTVE) 34; (Bounce) 20**

## ) The Bash

- **Run Dates: 4/15/16- 4/30/16**
- **# Spots Aired: (KARD)\_\_ 60 ; (KTVE)\_\_22**

**) Ronald McDonald House Big Bass Tournament '16**

- **Run Dates:** 5/23/16- 6/10/16
- **# Spots Aired:** (KARD) 221; (KTVE) 184; (Bounce) 47

**) West Monroe Chamber Business Expo**

- **Run Dates: 5/25/16- 6/24/16**
- **#Spots Aired: (KARD) 256; (KTVE) 177; (Bounce) 65**

## State/Local Politics

**Program Title:** KTVE NBC 10 News **Date:** May 25, 2016

**Time: 10pm** **Duration: 2:30**

**Governor John Bel Edwards in Monroe to talk about Medicaid expansion in the state.**

**Program Title: KTVE 10 News at 6** **Date: May 5, 2016**

**Time: 6:00 p.m.** **Duration: 2 minutes, 29 seconds**

**Lieutenant Governor Billy Nungesser visited Monroe. He spoke at the Monroe-West Monroe Convention & Visitors Bureau Tourism Awareness Luncheon as a part of a statewide expedition celebrating National Tourism Week.**

**Program Title: KTVE 10 News at 6**

**Date: June 20, 2016**

**Time: 6:02 p.m.**

**Duration: 1 min, 11 sec**

**Northeast LA Congressman Ralph Abraham hosted a veterans affairs subcommittee event to discuss the process of building north Louisiana's veterans cemetery.**

**Program Title: KTVE 10 News**

**Date: April 19, 2016**

**Time: 5pm**

**Duration: 1:00**

**Governor John Bel Edwards has reached his one hundredth day in office, we look at how he's still grappling with the state's deep financial troubles.**

**Program Title: KTVE 10 News Today**

**Date: April 20, 2016**

**Time: 5 am**

**Duration: 1 min, 30 sec**

**The runoff election is over between Juanita Woods and Betty Blakes for Monroe City Council District 3, but outgoing councilwoman Blakes has filed an election challenge.**

**Higher Education/Education**

**Program Title: KTVE 10 News at 5**

**Date: May 25, 2016**

**Time: 5:10 p.m.**

**Duration: 1 minute**

**A group of high school students visited Delta Community College today for a CSI camp. Students learned about programs pertaining to forensic science.**

**Program Title: KTVE 10 News Today**

**Date: June 30, 2016**

**Time: 5am**

**Duration: 2 minutes**

**The board of regents in Louisiana has approved a higher education budget for the upcoming fiscal year. Tuition increase could be coming to LSU and other schools in about a week**

**Program Title: KTVE 10 News**

**Date: April 26, 2016**

**Time: 10pm**

**Duration: 1 min, 45 seconds**

**Schools and students in Northeast Louisiana are still dealing with remnants of March flooding and are having problems when it comes to transportation. We talked to local school boards about getting children to and from school safely**

**Program Title: KTVE 10 News Today**

**Date: June 28, 2016**

**Time: 5am**

**Duration: 45 seconds**

**The University of Louisiana System has named an interim leader for Grambling State University. Now the search for a new president begins.**

**Program Title: KTVE 10 News**

**Date: May 5, 2016**

**Time: 10pm**

**Duration: 55 seconds**

**The Monroe City School System's consent decree is discussed, board members are required to approve a staffing incentive plan for the upcoming school year.**

#### **Public Safety**

**Program Title: KTVE 10 News at 6**

**Date: April 1, 2016**

**Time: 6:01 p.m.**

**Duration: 2 min, 2 sec**

**Authorities say high water levels and the recent heavy rain has saturated the levee system. We aired a story to look into it.**

**Program Title: KTVE 10 News Today**

**Date: June 22, 2016**

**Time: 5am**

**Duration: 35 seconds**

**Louisiana State Police hold a car seat check at the Monroe Civic Center. Officers give participants a free child car seat inspection.**

**Program Title: KTVE 10 News**

**Date: May 19, 2016**

**Time: 5pm**

**Duration: One minute**

**This is hurricane preparedness week. One of our meteorologists breaks down how to stay safe and get ready**

**Program Title: KTVE 10 News**

**Date: April 29, 2016**

**Time: 5pm**

**Duration: 50 seconds**

**After recent flooding, many residents look to get their homes repaired and yards in order. But there's one thing to keep in mind, call before you dig**

**Program Title: KTVE 10 News**

**Date: June 28, 2016**

**Time: 6pm**

**Duration: one minute, 45 seconds**

**Many families in Ouachita Parish are still desperate to find answers in the disappearance of their loved ones. Now, one group is on a mission to help raise awareness in missing persons cases that have gone cold**

**Community**

**Program Title: KTVE 10 News at 6**

**Date: June 20, 2016**

**Time: 6:03 p.m.**

**Duration: 1 min, 16 sec**

**Members of the Union County Recreation Complex held a meeting to discuss the parks operation in El Dorado. Our reporter spoke with residents.**

**Program Title: KTVE 10 News Today**

**Date: May 31, 2016**

**Time: 5:20am**

**Duration: 55 seconds**

**Louisiana Congressman Ralph Abraham hosted a Memorial Day event at his hangar in Monroe. It's packed with veterans and members of the community.**

**Program Title: KTVE 10 News Today**

**Date: April 25, 2016**

**Time: 6am**

**Duration: one minute, 30 seconds**

**The St. Jude Dream Home winner has officially been revealed and a new car was also given away to raise \$700,000 for St. Jude Children's Research Hospital. We meet the lucky family who's now rolling home in a new SUV**

**Program Title: KTVE 10 News Today**

**Date: June 29, 2016**

**Time: 6:09am**

**Duration: 50 seconds**

**An incidents at Kiroli Park in West Monroe over the weekend raises safety concerns on social media. But West Monroe police insist the park is safe.**

**Program Title: KTVE 10 News**

**Date: April 18, 2016**

**Time: 6:01pm**

**Duration: 2 minutes, 15 seconds**

**A local boy survives a dangerous fall and friends and family are calling his recovery a miracle. Now one restaurant is hosting a fundraiser in his honor**

**Health**

**Program Title: KTVE 10 News**

**Date: May 19, 2016**

**Time: 6pm**

**Duration: 50 seconds**

**Governor John Bel Edwards has signed a bill legalizing the recommendation, use and distribution of medical marijuana based products in Louisiana.**

**Program Title: KTVE 10 News at 10**

**Date: June 29, 2016**

**Time: 10:29pm**

**Duration: 1 minute, 20 seconds**

**Former TN women's basketball coach Pat summit lost her battle with Alzheimer's at the age of 64. We take a look at alzheimer's symptoms.**

**Program Title: KTVE 10 News**

**Date: April 25, 2016**

**Time: 6:11pm**

**Duration: one minute, 50 seconds**

**Local officials speak out on the Zika virus. Ouachita Parish Mosquito Abatement says it's important to have a plan**

**Program Title: KTVE 10 News Today**

**Date: May 6, 2016**

**Time: 6:20am**

**Duration: 45 seconds**

**An event discusses women's healthcare at St. Francis Community Health Center. Age-related problems are discussed.**

**Program Title: KTVE 10 News Today**

**Date: April 28, 2016**

**Time: 5:10am**

**Duration: 45 seconds**

**April is autism awareness month. The staff at families helping families is reaching out to those who have an autistic child.**